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To: [Shelly L Armstrong](#); [Archive](#)
Subject: Local Photographer's Work on Exhibit at Ferris
Date: 03/14/2006 04:55 PM

Included below is a press release regarding "People, Places and Things: Photography by Bill Bitzinger," which is on exhibit in the Rankin Art Gallery through April 8.

For Immediate Release
March 14, 2006

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Rankin Gallery exhibit features work of photographer Bill Bitzinger

BIG RAPIDS – "People, Places and Things: Photography by Bill Bitzinger" is on exhibit in the Rankin Art Gallery through April 8. An artist reception is being held at 6:30 p.m. Thursday, March 16, showcasing the exhibit of Bitzinger's work, which features traditional darkroom-based, silver gelatin prints exploring different camera formats.

"Black and white printing has always been a staple of the photographic experience," Bitzinger said. "Traditional silver gelatin prints like these were my first introduction to photography when my grandfather showed me the magic of a darkroom we had set up under the basement stairs.

"The red light, the sound of running water and the feel of fine quality paper will always hold a special place in my heart, even as photography has moved into the 21st century of digital images. Going back to the darkroom allows me to get back the roots of my love for photography," he added.

Bitzinger used a variety of cameras to make the images on exhibit, each with its own unique characteristics that help him interpret the scene in front of him, and the image in his mind, transferred to a simple piece of paper.

Each print represents hours of work, including crafting the composition, exposing film, processing, selecting the negative, printing the image, drying and framing.

"There is a smoothness of tonal quality and contrast inherent in these materials that I can't always achieve with more 'modern' techniques," he said.

The Rankin Art Gallery is open Monday through Friday from 11 a.m. to 4 p.m. For more information, visit www.ferris.edu/gallery or call 591-2536.

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